

Visitor Services Project
Bryce Canyon National Park

Report Summary

- This report describes the results of a visitor study at Bryce Canyon National Park during October 3-9, 1993. A total of 504 questionnaires were distributed and 422 returned, an 84% response rate.
- This report profiles Bryce Canyon National Park visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often in family groups (61%). Thirty-nine percent of visitors were 51-70 years old; 28% were 26-40 years old. Most (71%) were first time visitors to Bryce Canyon.
- Visitors from foreign countries comprised 35% of the visitation, with the greatest proportion from Germany. Thirty-five percent of the U.S. visitors came from California and Utah, with smaller numbers from many other states.
- Sixty-eight percent of all visitors stayed overnight in the Bryce Canyon area. Of that group, 59% stayed one night. Of those spending less than one day, 50% spent 3-4 hours.
- The greatest proportion of visitors visited Sunset Point (83%), followed by Bryce Point (77%) and Sunrise Point (75%).
- The most often used sources of information about the park by visitors prior to their visit was travel guide/tour book 65%, friends/relatives (57%) and maps (48%).
- The most-common activities were visiting the visitor center (75%), shopping at the visitor center (53%) and hiking under 4 hours (52%).
- The average per capita expenditure during the visit was \$50.00. The average visitor group expenditure was \$123.00.
- Seventy-three percent of visitors reported they did not attend conducted activities when they visit national parks. Visitors who attended conducted activities prefer a morning starting time of 9:00 a.m. (41%). Starting times of 1:00 p.m. (22%) and 2:00 p.m. (22%) were preferred for afternoon conducted activities.
- The most commonly used visitors services were the park brochure/map (95%), the visitor center personnel (44%), the visitor center exhibits (41%) and the park newspaper (41%).
- Visitors made many additional comments.

For more information about the Visitor Services Project, please contact
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